

A Digital Path to Success: Behavioral Data in a Survey World (and vice versa)

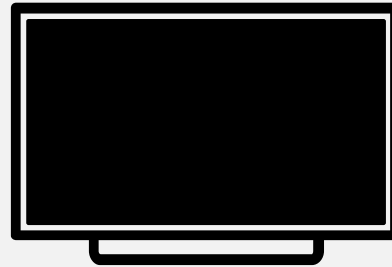
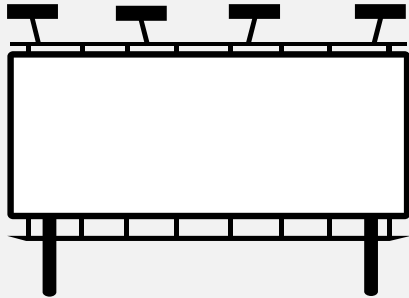
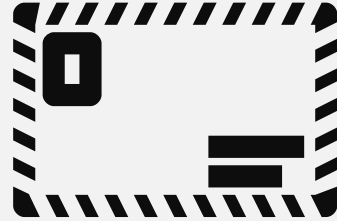
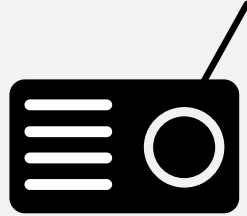
Mike Rodenburgh
Executive Vice President, Ipsos



The challenges marketers faced 15 years ago...

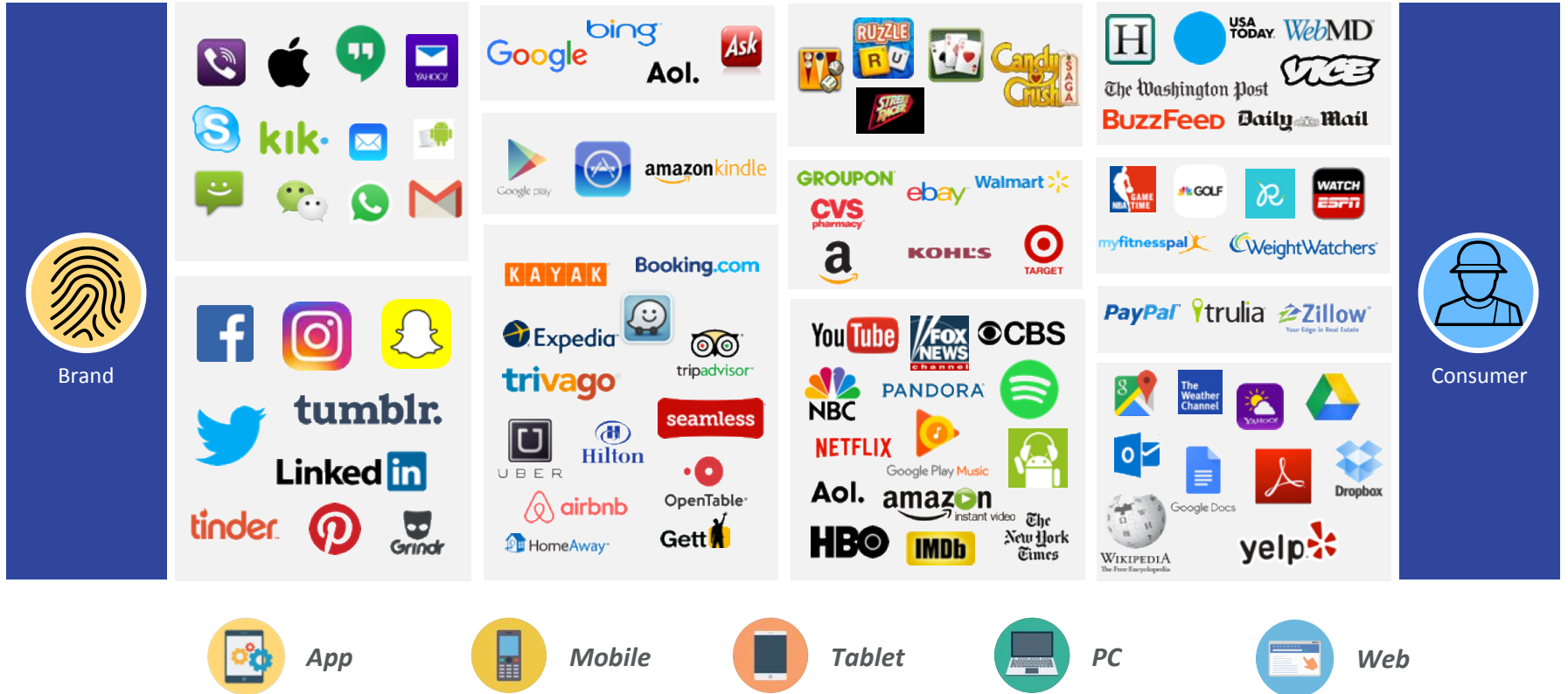


Brand

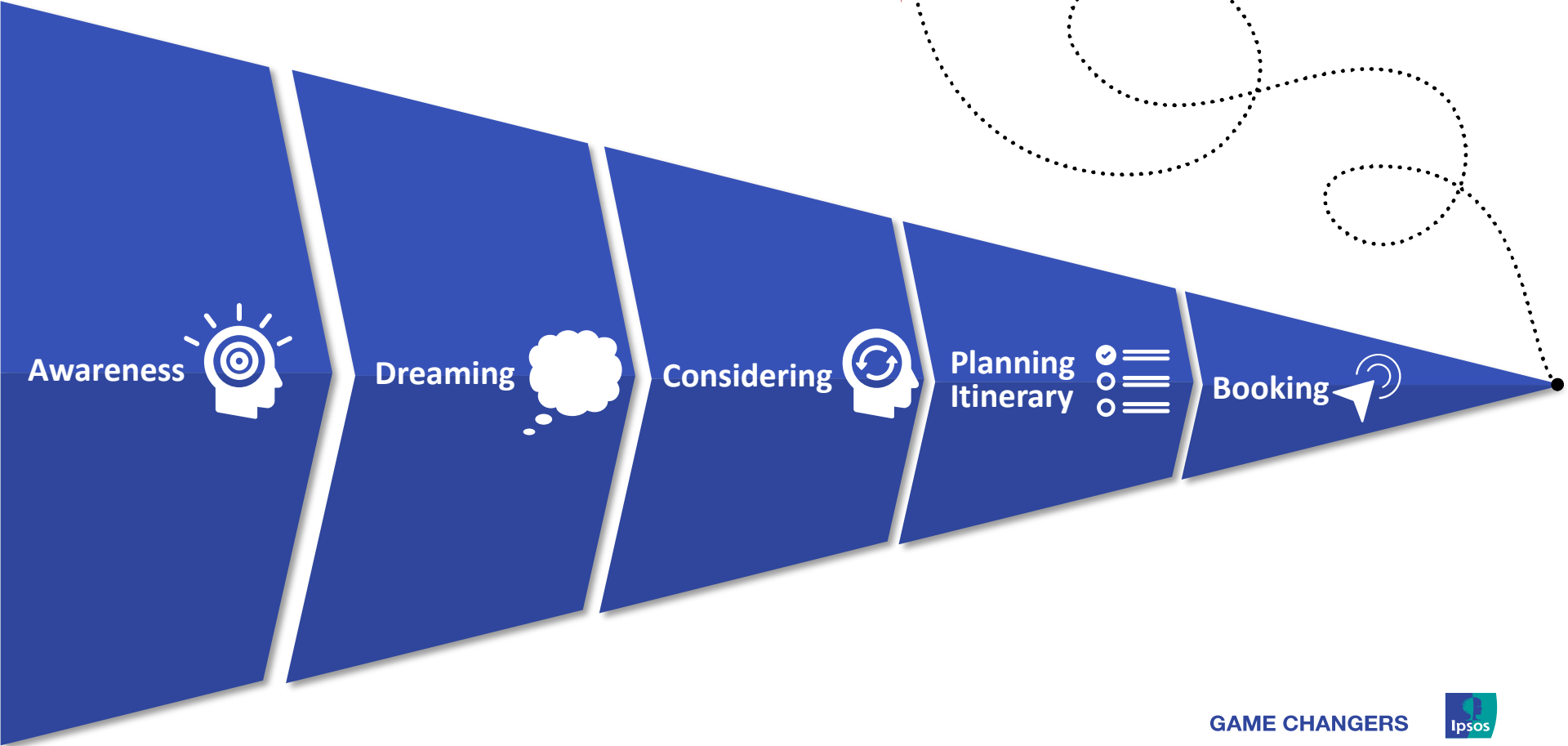


Consumer

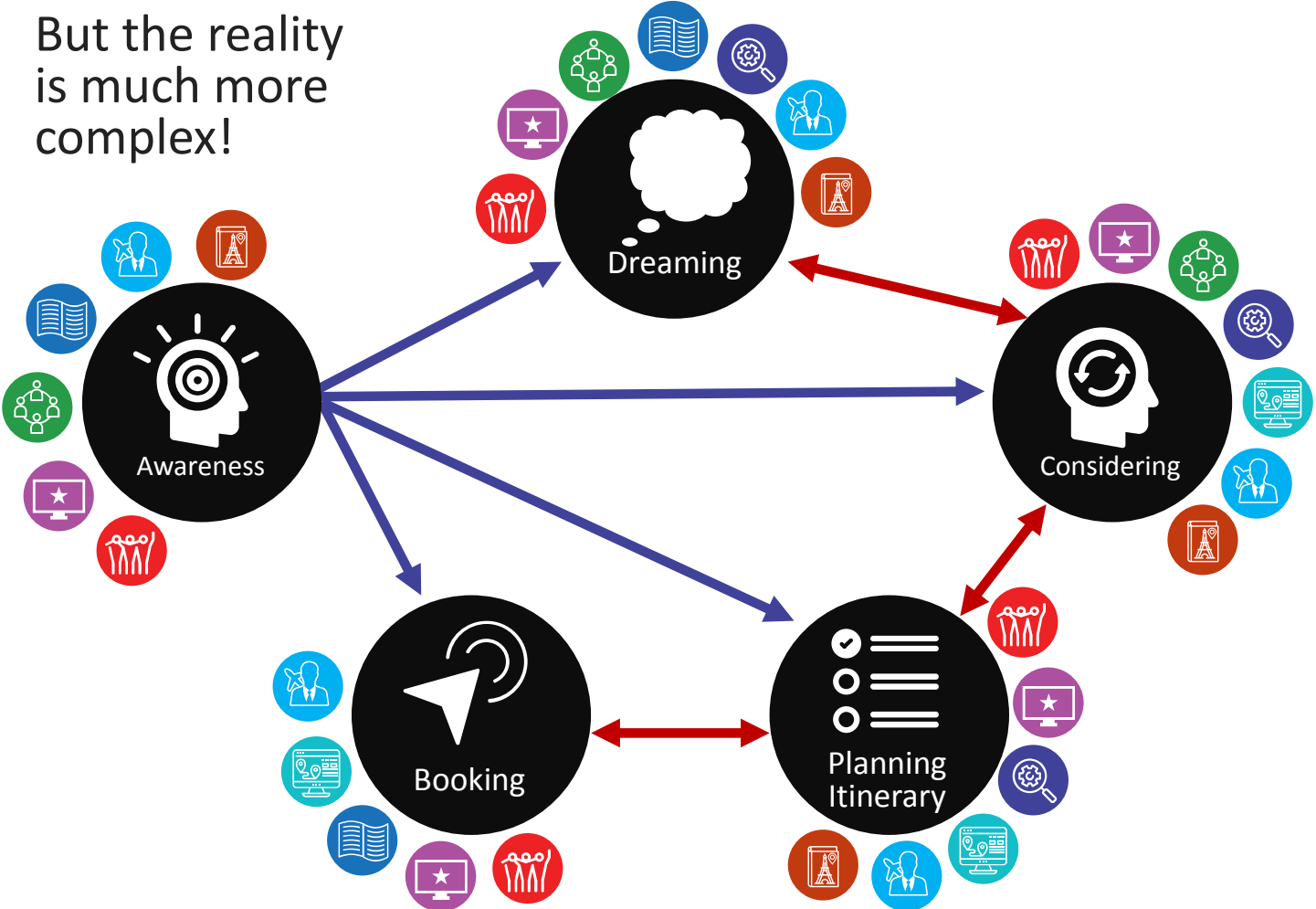
The challenge for marketers today: how to interact, engage, and sell more to our consumers in this fragmented digital world...











We used to think...

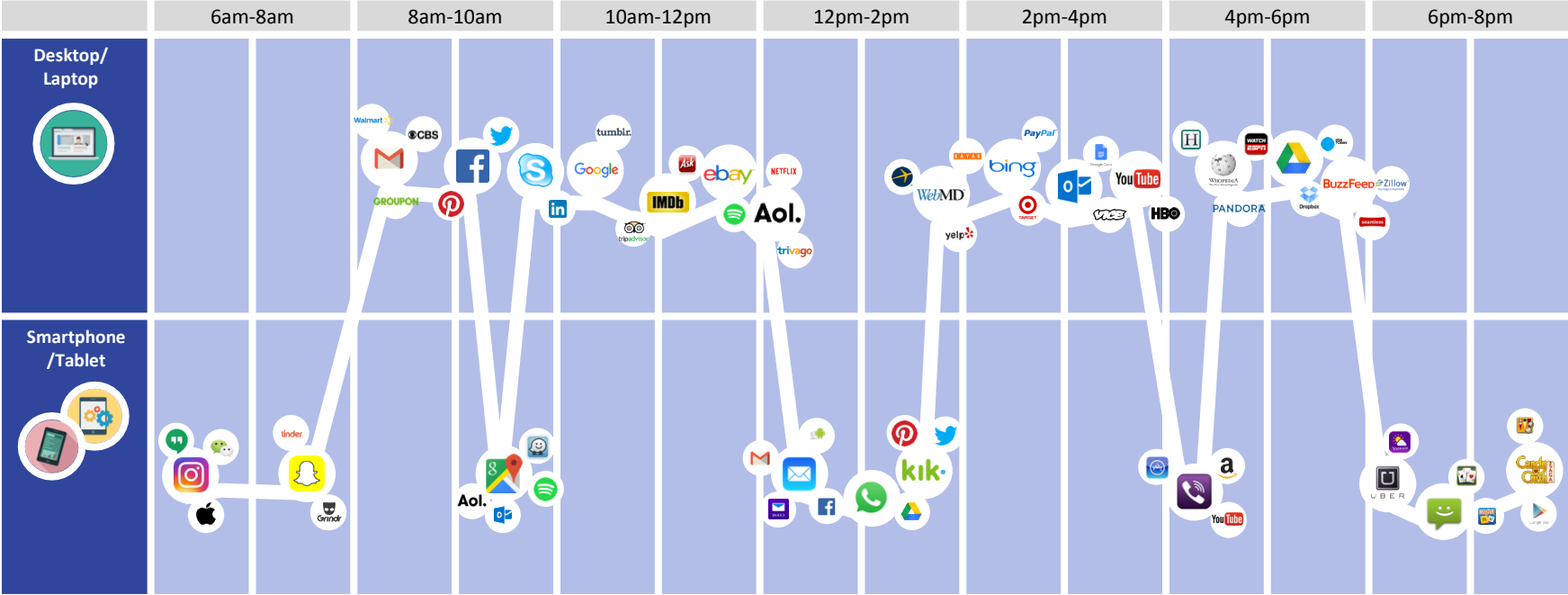


But the reality is much more complex!



-  Word of Mouth
-  TV Ads
-  Social Media
-  Print
-  Search Engines
-  Travel Review Sites
-  Travel Agents
-  Travel Guidebooks

Marketers are seeking a holistic understanding of consumers' multi-platform digital behavior, touchpoints, activities and content consumption





Understanding the digital foot print

*The world
is awash
in data, but
data is not
born to be
meaningful...
it has to be
made so.*



Metered Technology and Data Collection

Panelists accept to download a specific App or software on their smartphone and/or PC (meter) and authorize Ipsos to record their online behavior in real-time

Any PII information is excluded



We capture digital data on PC & Smartphones

More than 50 key metrics -- all of which can be linked to stated surveys



Apps

Including Name, date/time, frequency and duration of native and 3rd party apps



Websites

Including URL(HTTP and HTTPS), date/time, frequency and duration



Search

Search terms employed across major search engines



In App Video

On Site and In-App videos viewed e.g. On YouTube , NetFlix. Amazon videos



Texts:

Frequency, date/time

Calls:

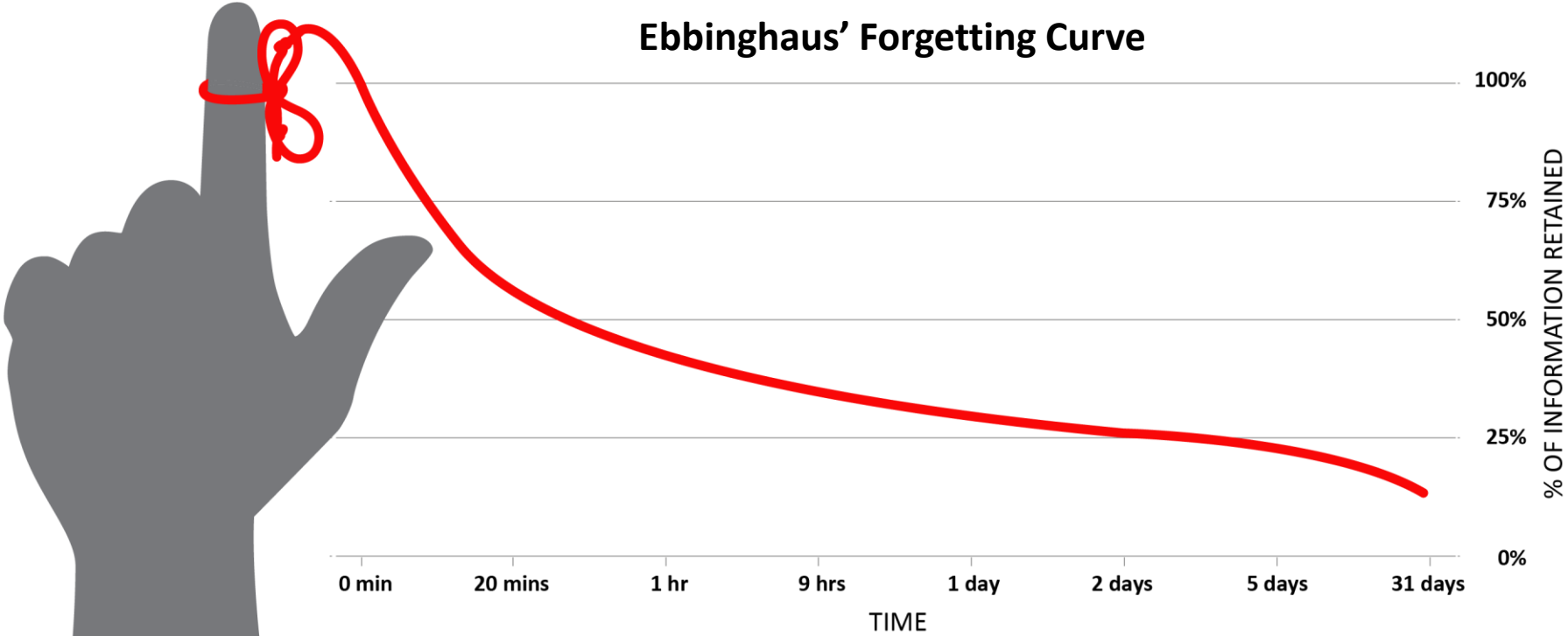
Calls placed, Calls received, Duration, Answered, Ended

Device Info:

OS, Device model,

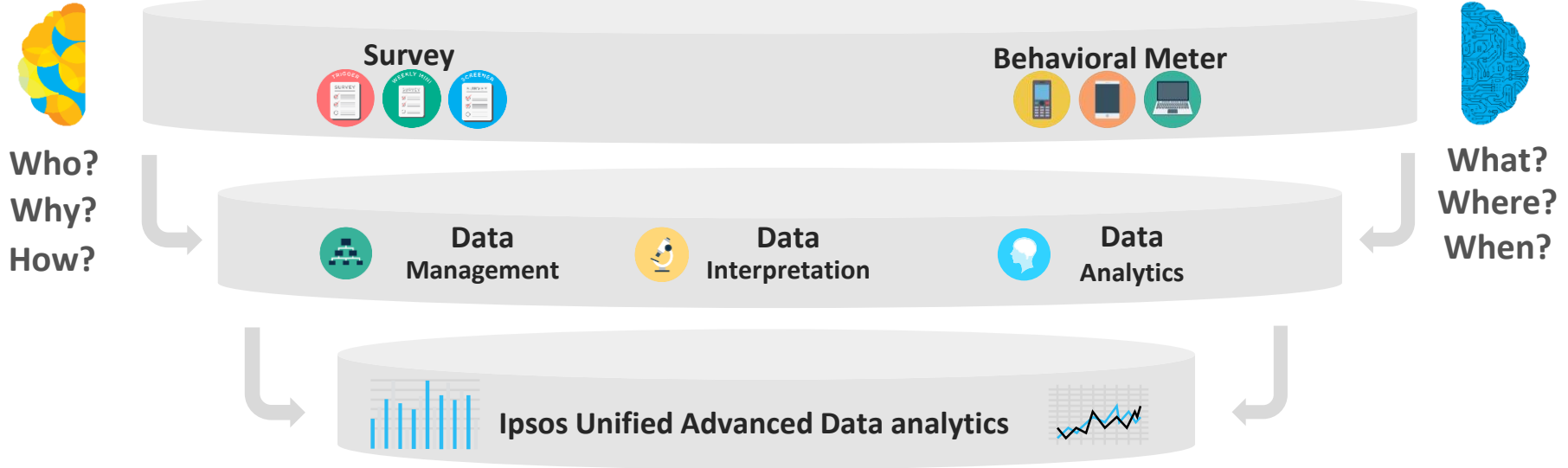
Memory decay happens fast!

Which is why it is so important to capture this data passively rather than relying on stated questions!



Today single source data can't tell the whole picture

The Ipsos Unified Advanced Data Analytics framework uniquely combines all data sets and provides unique insight.



How to run passive metering: very high level

The **Backward Approach**

- Analyze data from a panel of respondents who have a passive metering app installed on a continuous basis
- Screen panelists who recently did a category purchase and analyze backward



2 ALTERNATIVES

The **Forward Approach**

- Recruit “purchase intenders” of the category
- Ask to install app
- Follow until there is a category purchase

OUR PREFERRED APPROACH



GAME CHANGERS



Why is forward preferred?

The **Backward Approach** can be an option, BUT...

- Low incidences can lead to feasibility challenges
- Can only be used in markets where such a panel exists and is large enough
- Fewer opportunities to enrich the data with survey based information



2 ALTERNATIVES

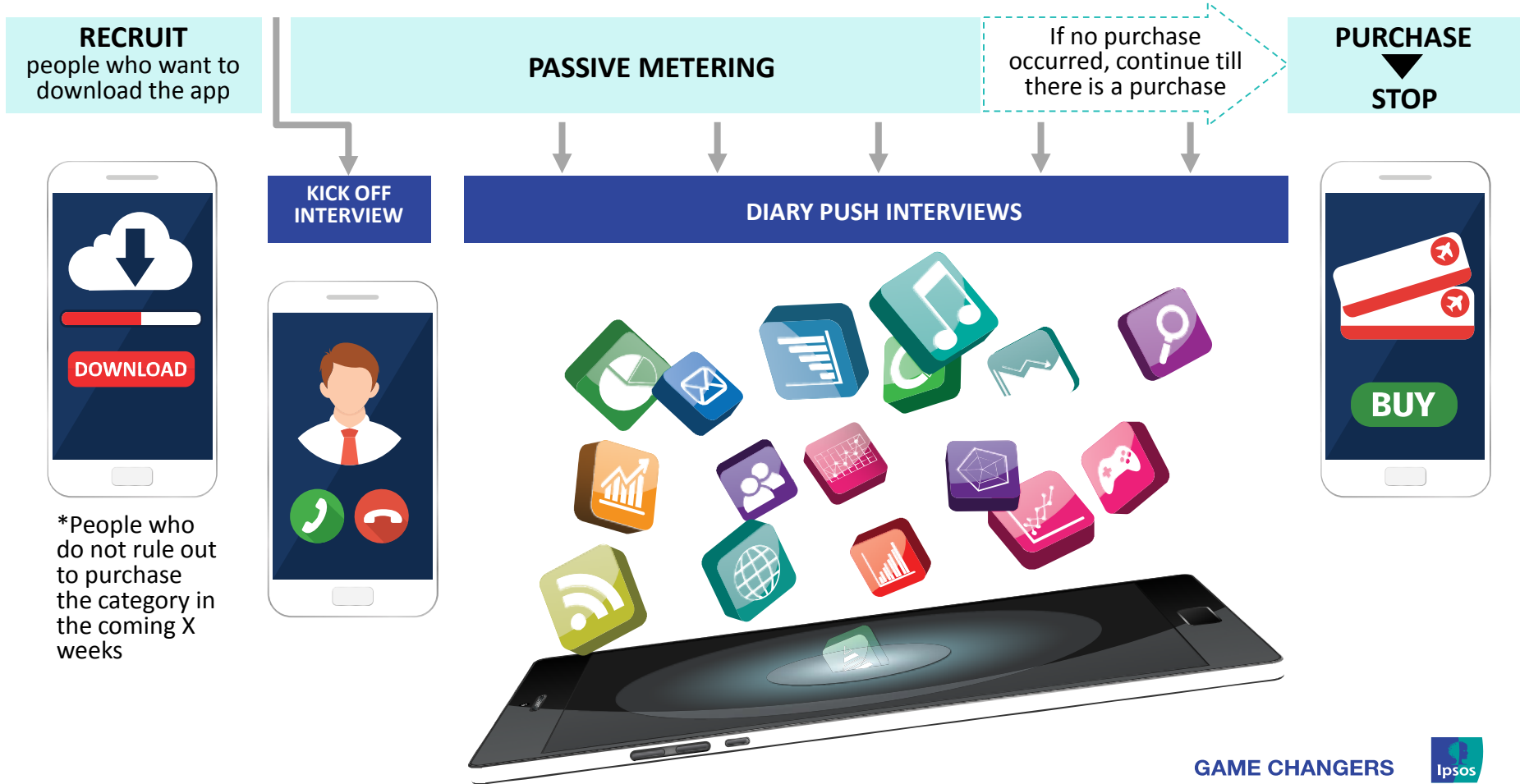
The **Forward Approach** is the default approach. Why?

- Easier to pair with a survey/diary, leading to better insights
- Can be run on IPSOS panels which are available in every market

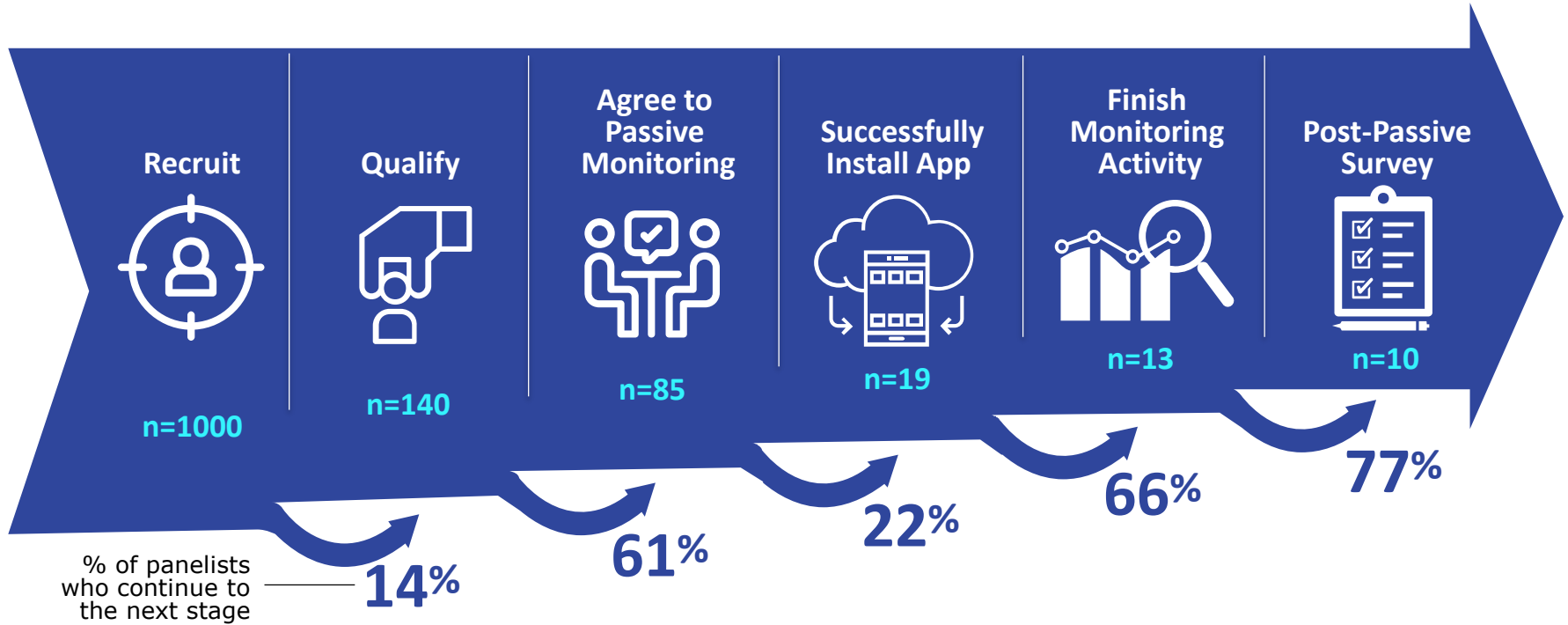


GAME CHANGERS

The FORWARD approach in more detail

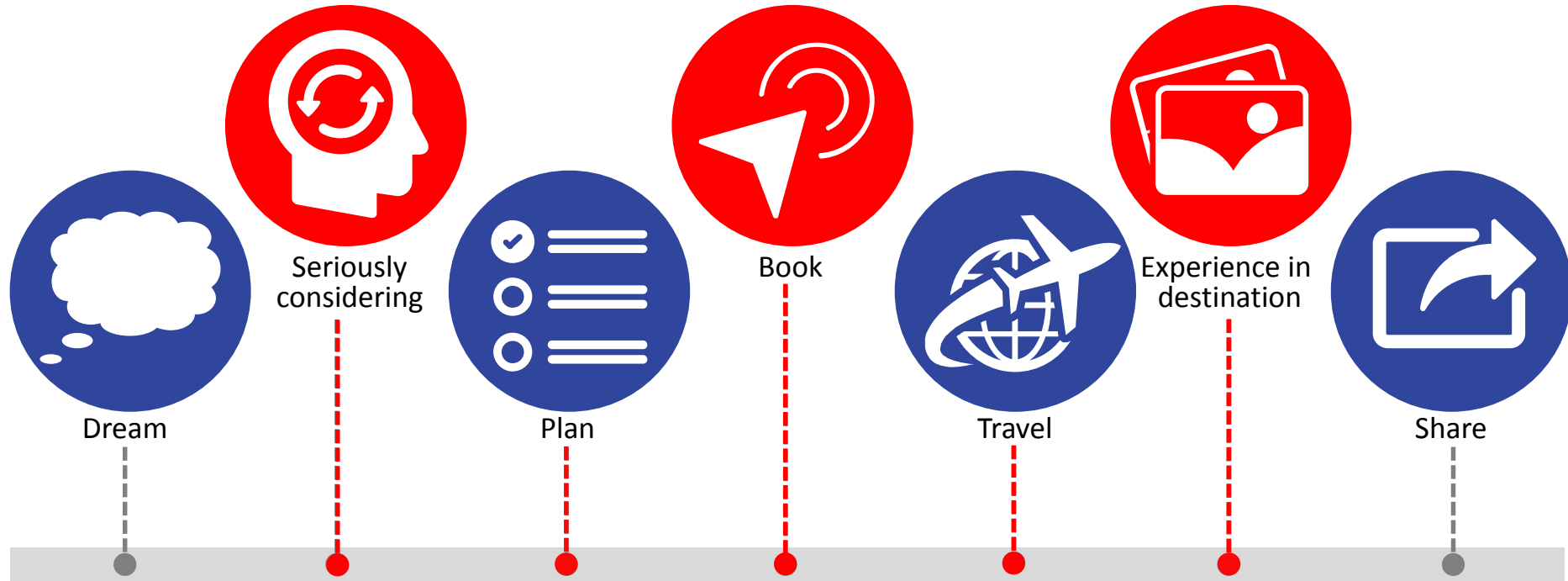


Important Consideration: Planning for Drop Offs at Each Stage



How to Ensure Success in Your Next Passive Study

Fitting Passive Digital Research in a Typical Path to Purchase Study



Prime Points in the P2P for Passive Digital Research

Digital Journey value proposition:



Main Target => CMO, Digital teams

Case Study:

VIRGINIA IS FOR   LOVERS[®]

Case Study: Virginia Tourism – Methodology

START



Respondents must be > 25 years and live in VA, DC, NC, MD, PA, NY, or NJ
N=209



Leisure Trip

P12M travelers or considering N12M within USA between 50-500 miles from home

Next Trip

Expected to be within the next three months

Planning Role

Decision makers or influencers in planning their leisure travel

Research

Must be doing research for their next leisure trip within the next 30 days

Devices

Must own both a smartphone and a computer



END



early findings



seamless



U B E R

K A Y A K



tripadvisor

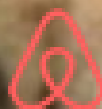


OpenTable



Hilton

trivago



airbnb



HomeAway

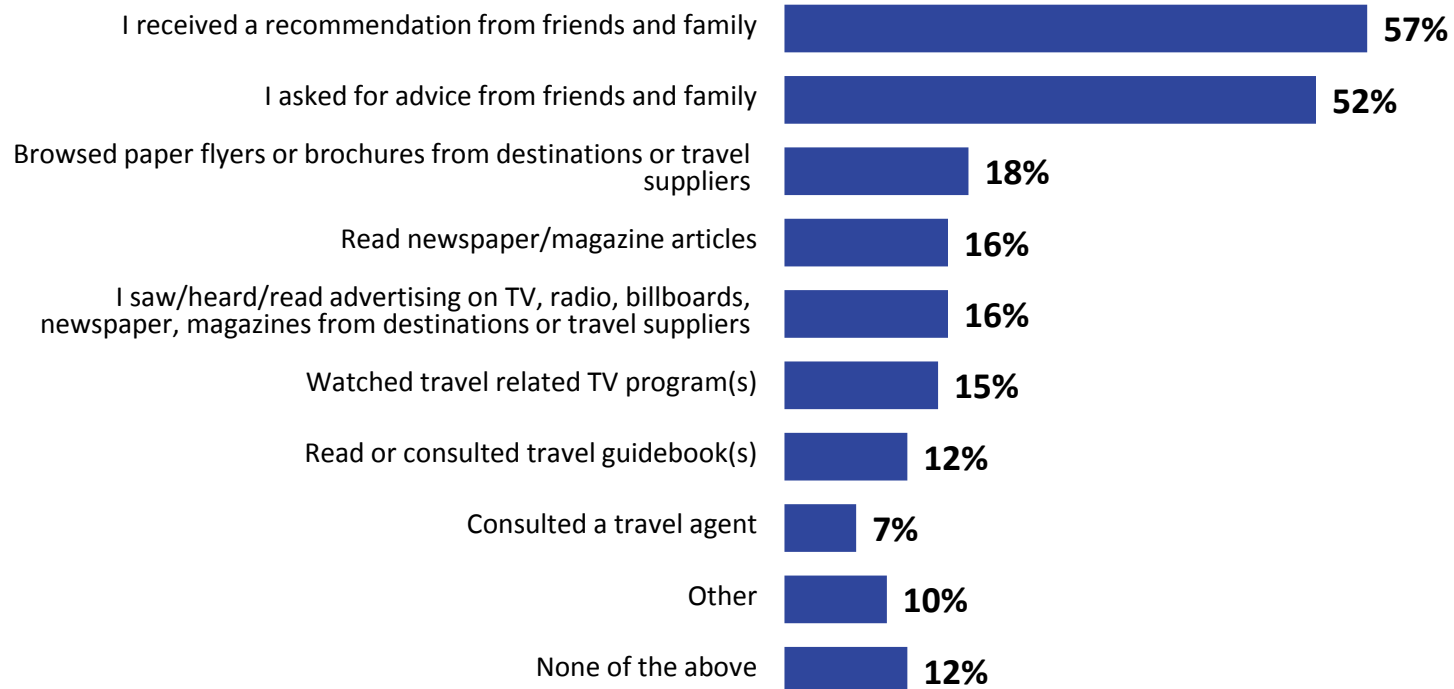
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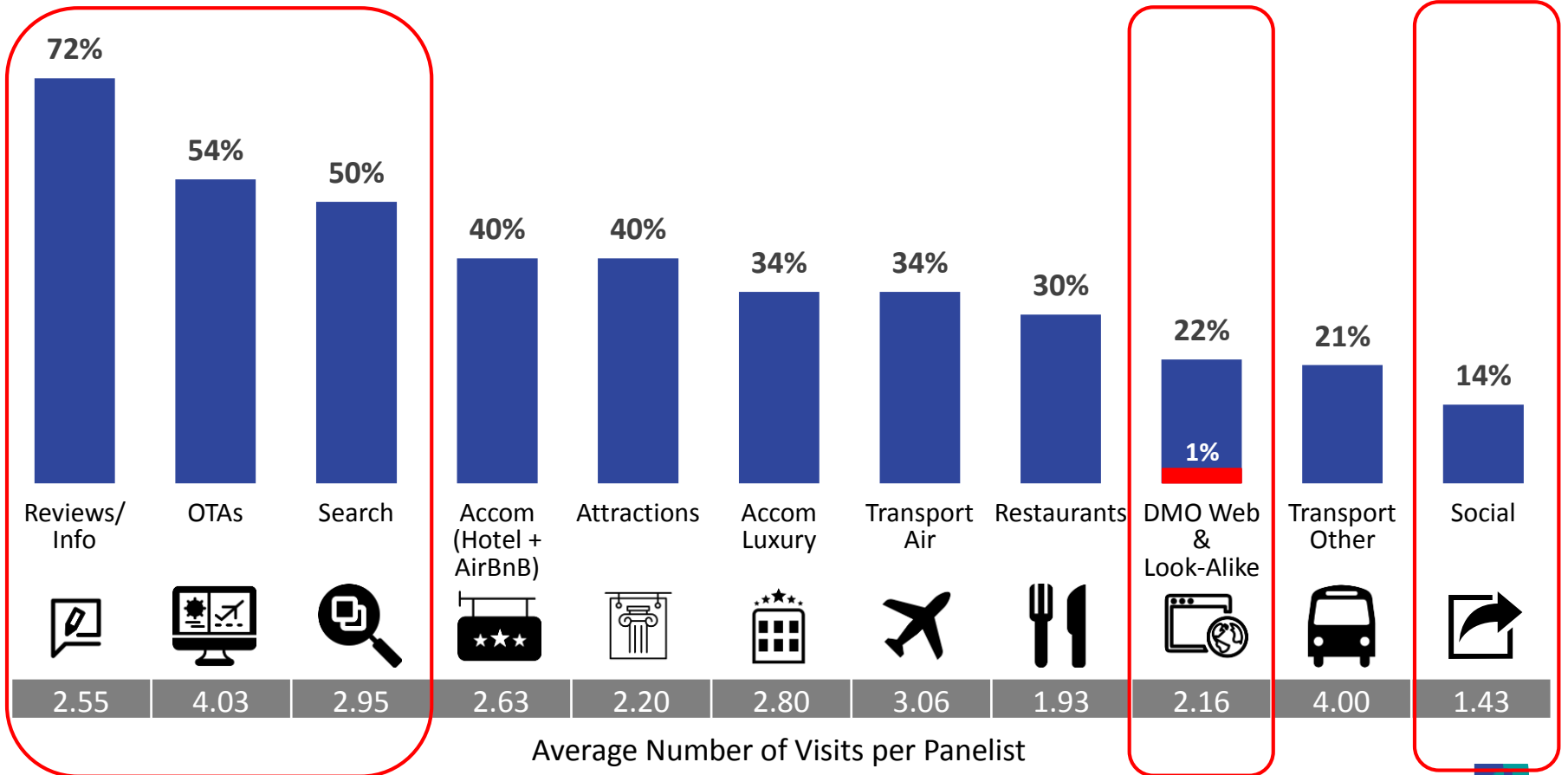
Survey questions allow us to contextualize digital metered data

Offline research continues to happen. In particular word of mouth is a top source of information for travelers.

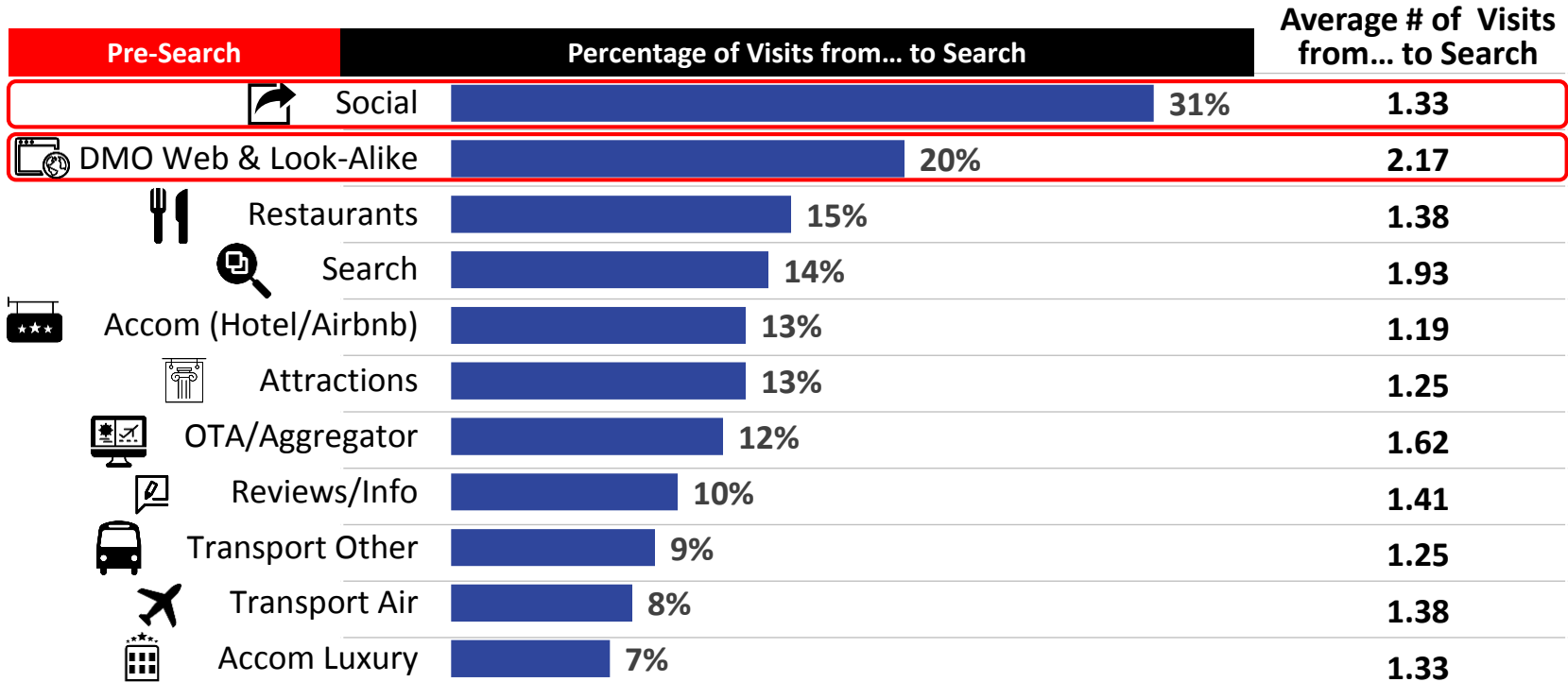
Offline Research Conducted for Upcoming Trip



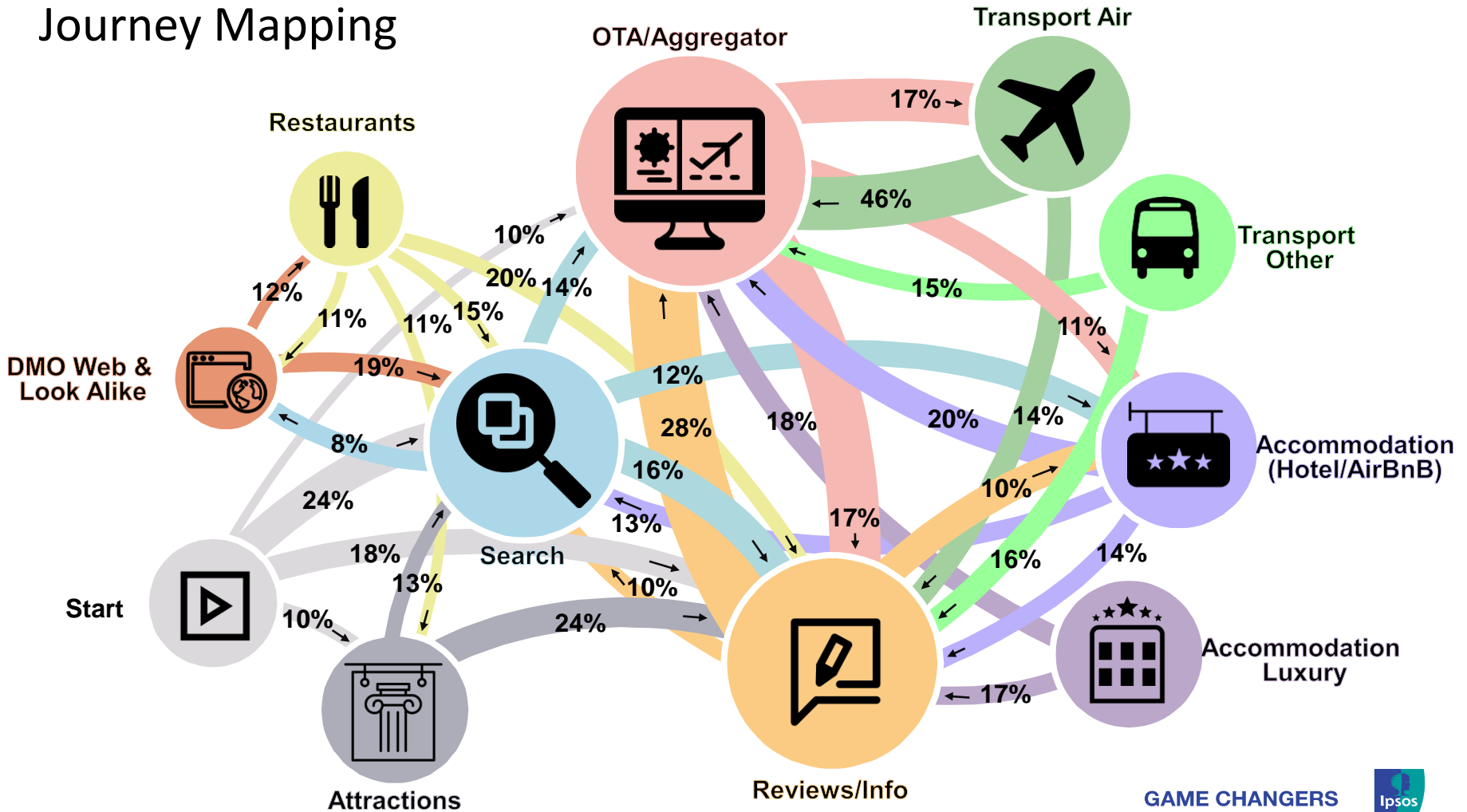
Percentage of Unique Panelists that Visited Each Category



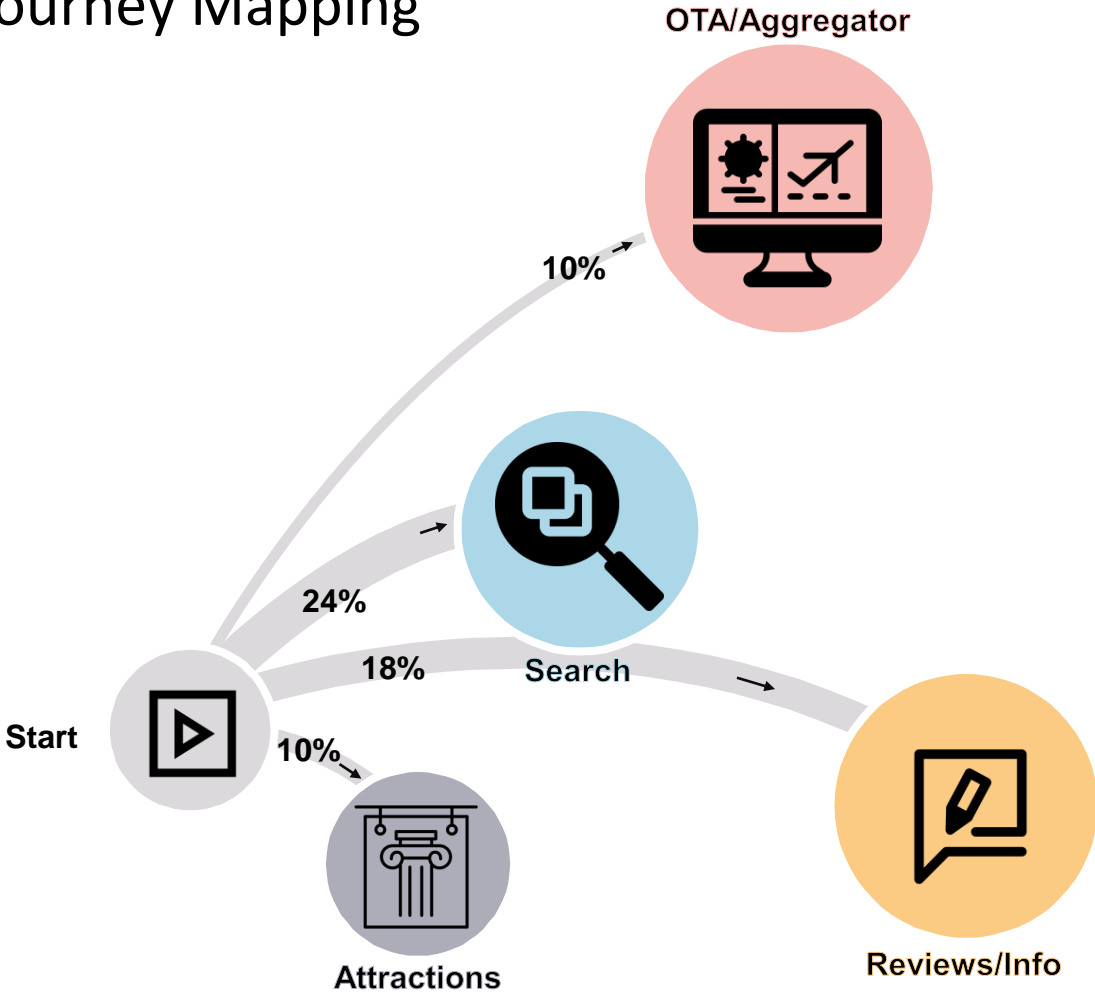
Outgoing Visits from Each Category to Search



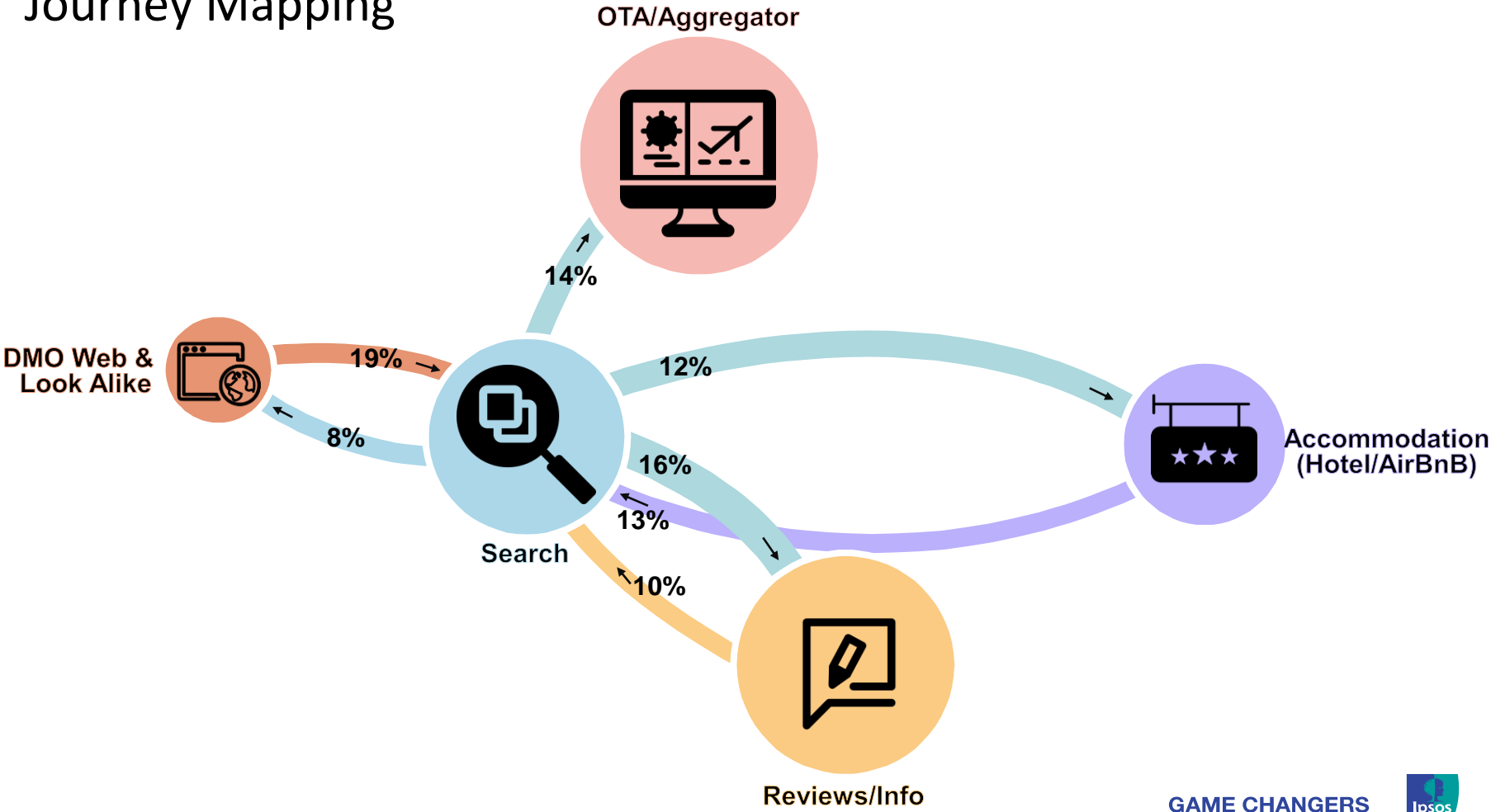
Journey Mapping



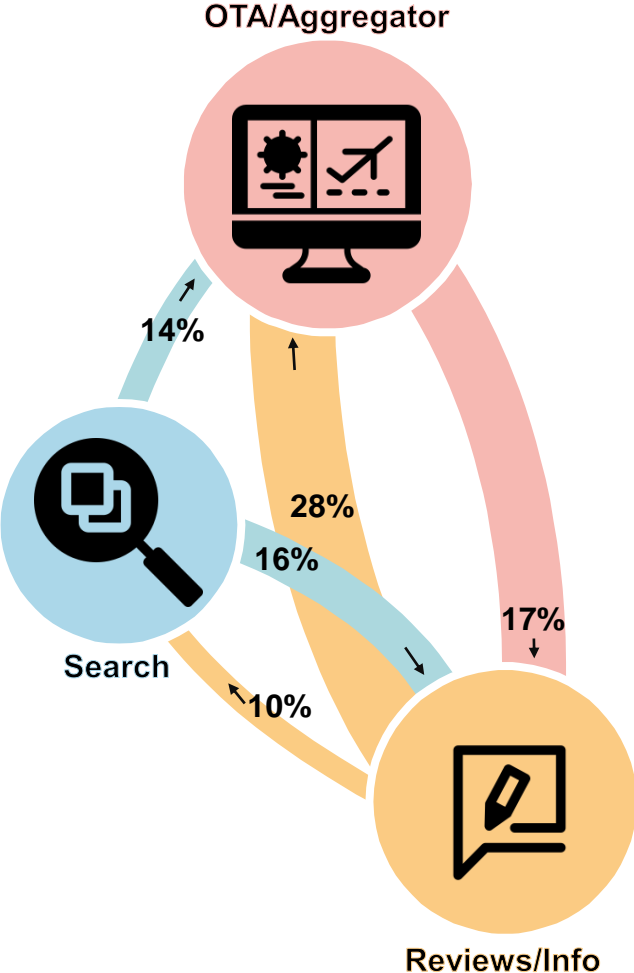
Journey Mapping



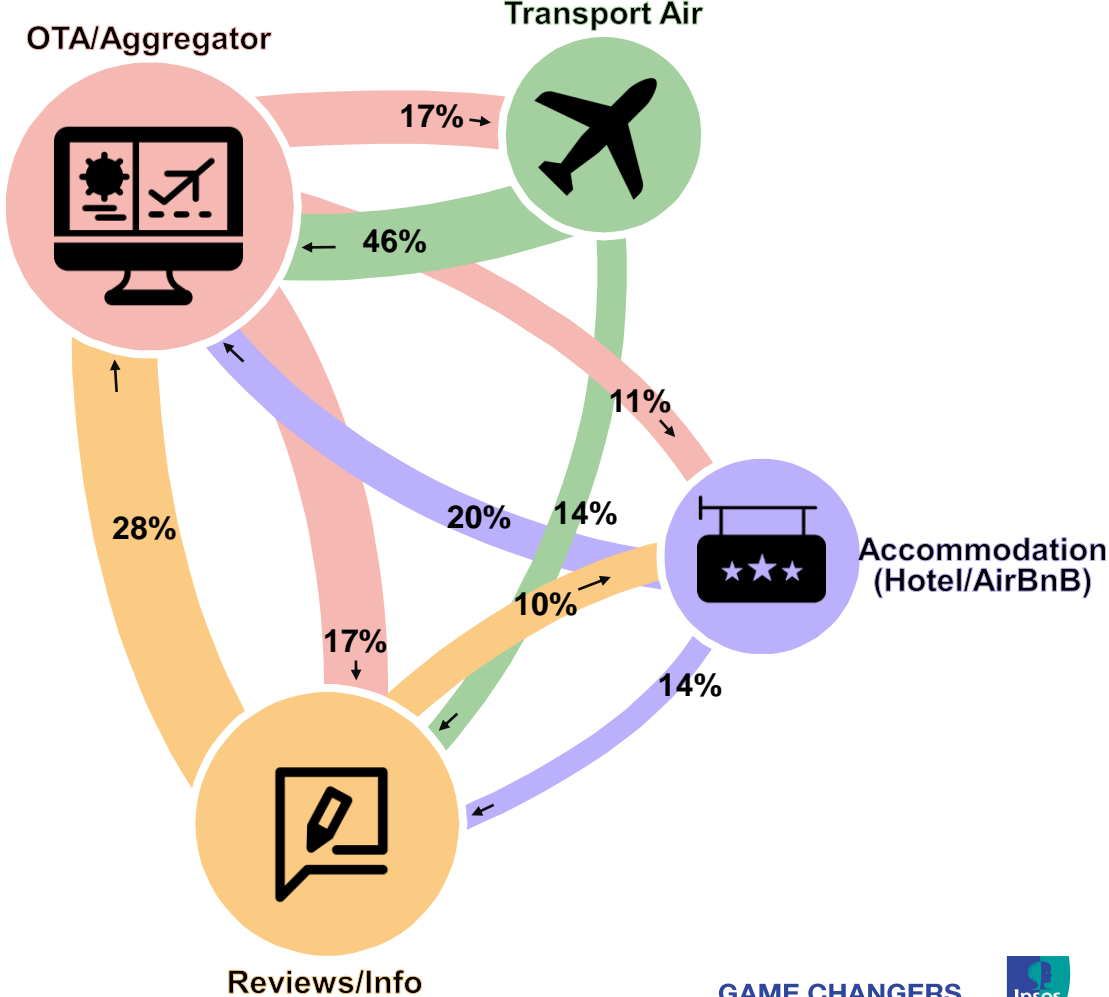
Journey Mapping



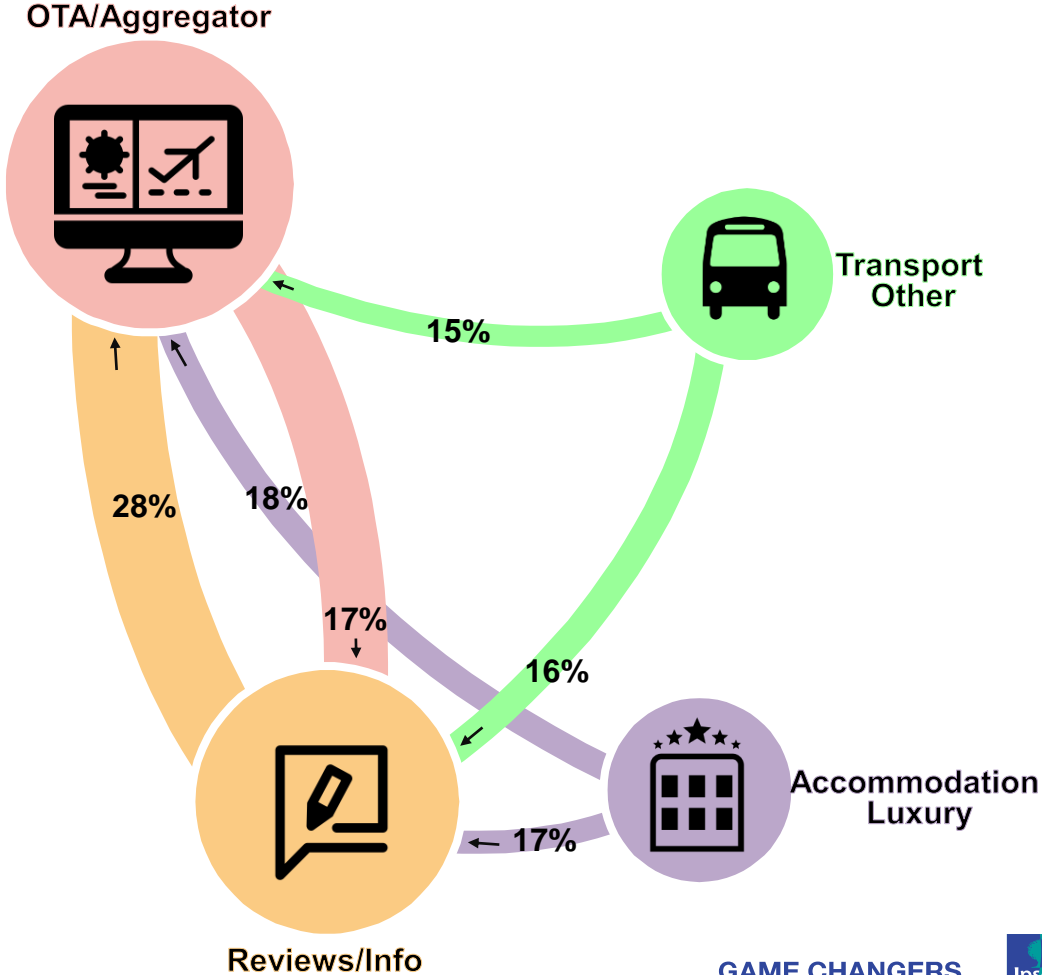
Journey Mapping



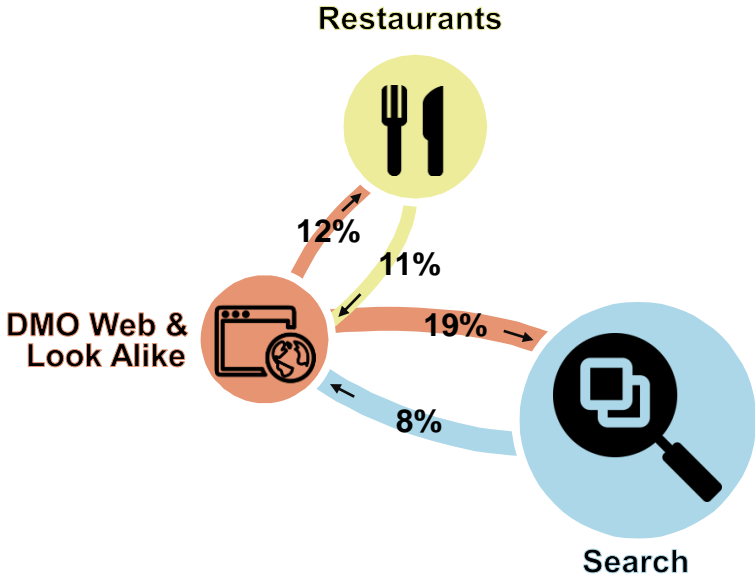
Journey Mapping



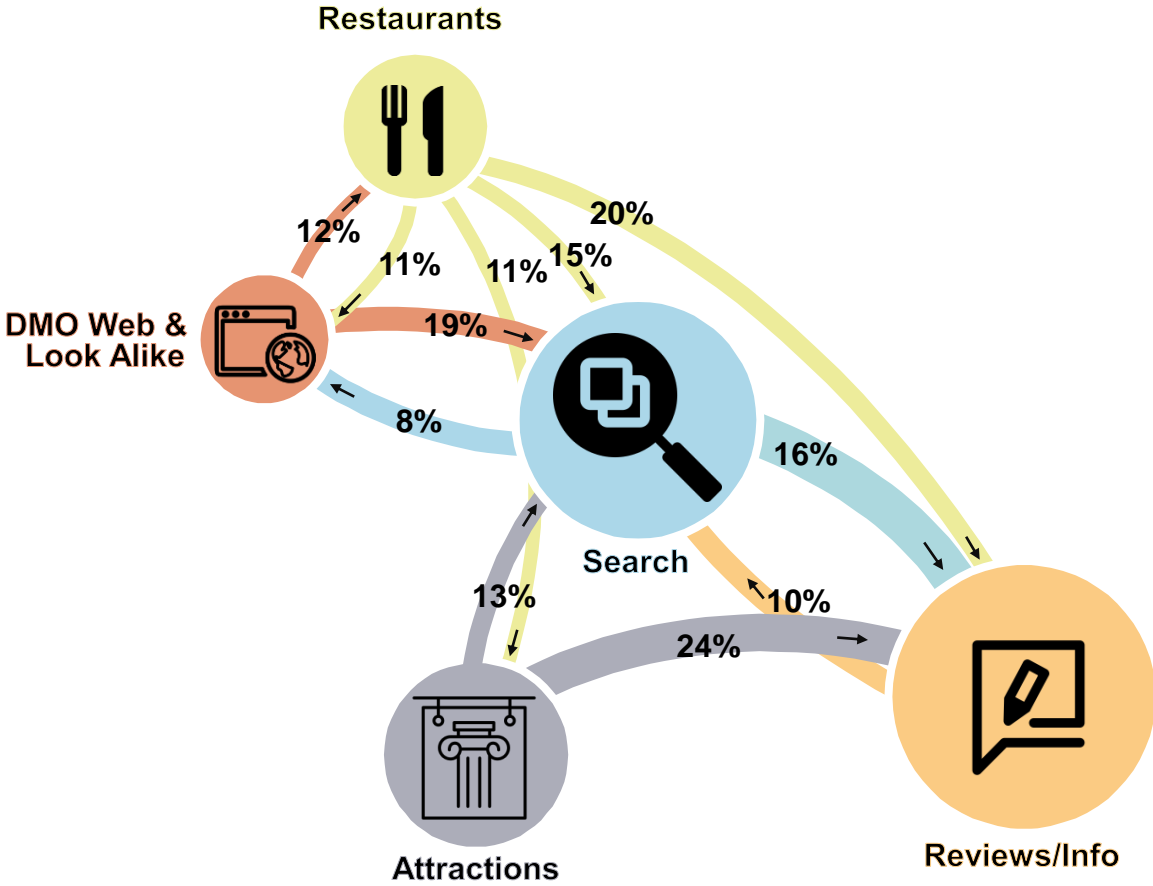
Journey Mapping



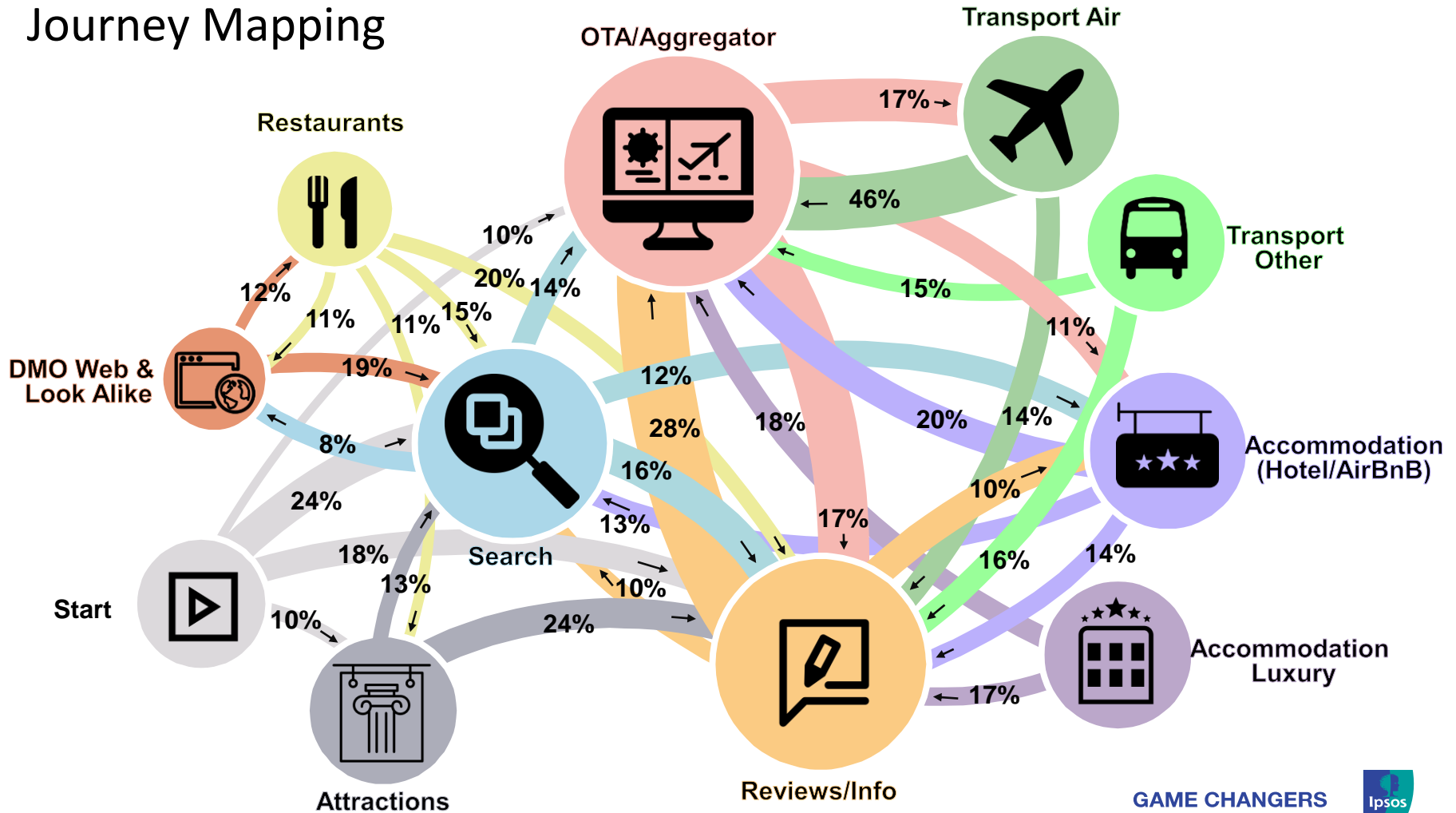
Journey Mapping



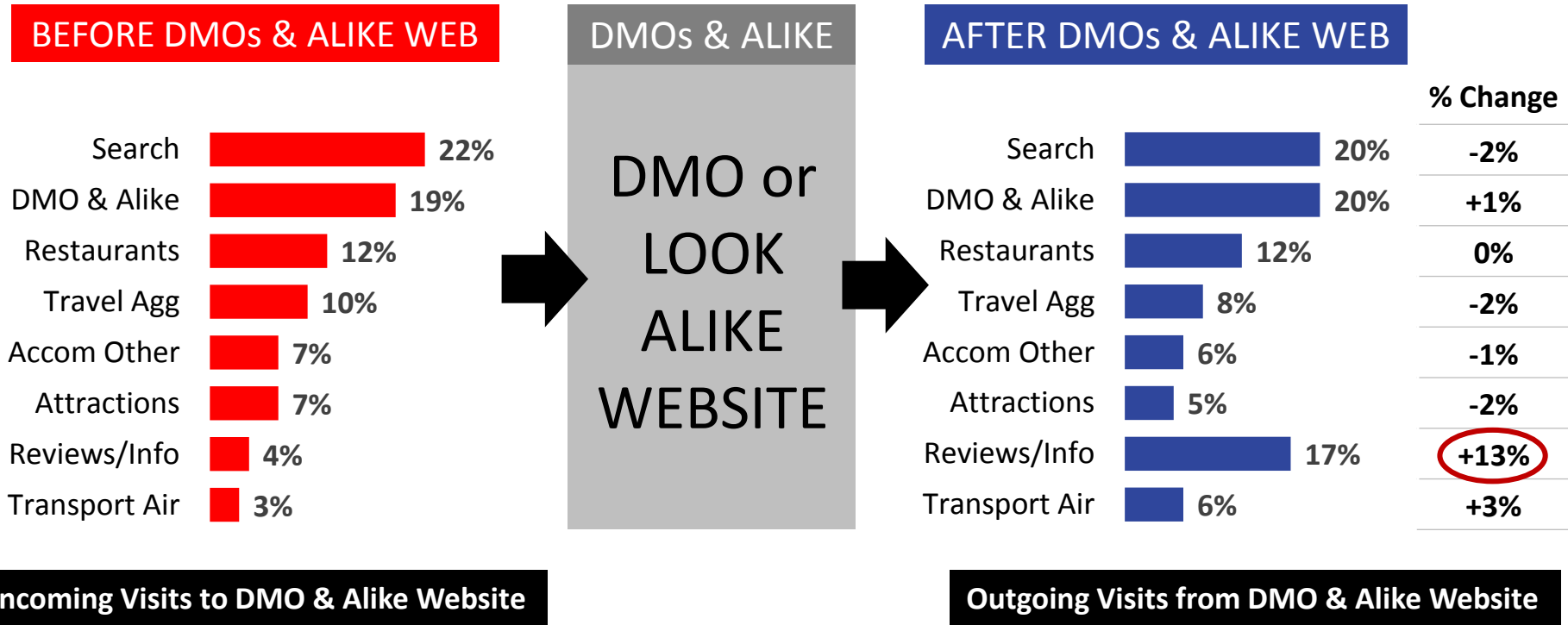
Journey Mapping



Journey Mapping



What Sites Do Panelists Visit Before & After Visiting a DMO or Look Alike Website?



Incoming Visits to DMO & Alike Website

Outgoing Visits from DMO & Alike Website

Individual Journey Pathway to Find a Hotel



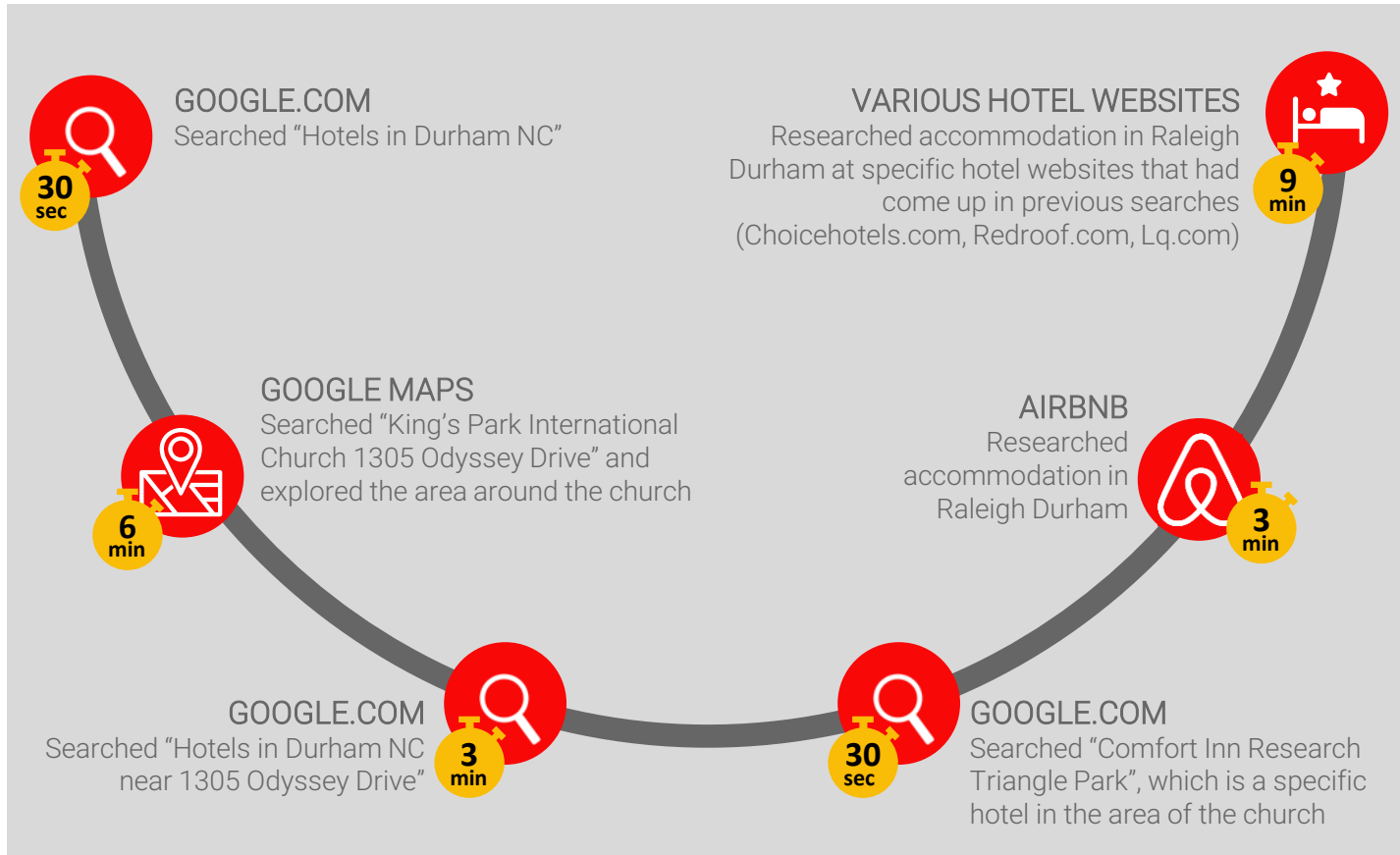
 FEMALE,
29 YEARS-OLD

 FROM
NEW YORK
STATE

 TRAVELLING TO A
MINISTRY BOOTCAMP
IN NORTH CAROLINA

 NO HOTEL BOOKING
MADE

 1 DAY – APRIL 4, 2018
TOTAL TIME ~40 MIN

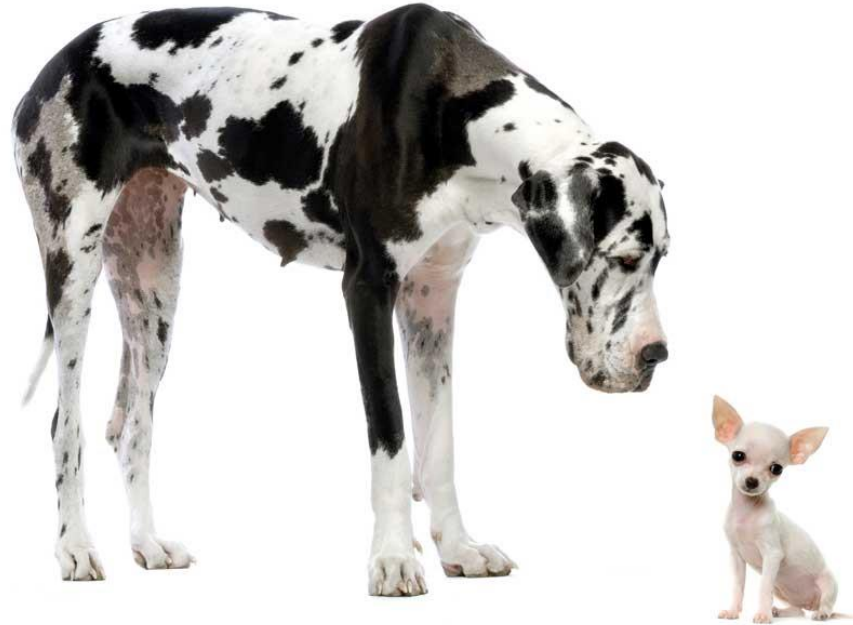


4 Key takeaways

the big three



DMO website visitation



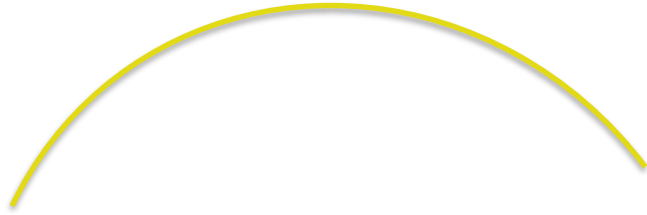
Attractions not linked to DMOs



strong connections



DMO WEBSITES



tripadvisor®



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thank you!